

LEO BURNETT U.S.A.  
A DIVISION OF LEO BURNETT COMPANY, INC.

Ad No. S-10701R - Eagle eye - Reg. No. 90734 - B&W No Bleed - 85gsm - Vending - 74 (A)  
Printed in U.S.A.



## For a bigger Profit Dollar, keep an eagle eye on your 100 mm sales

In 1973, 100 mm sales were 22.5% of all cigarettes, up from 21.5% in 1972. In total, Philip Morris brands lead this fast-growing segment by far.

Benson & Hedges grew 11.2% last year. Once again, it is the largest 100 mm brand.

Virginia Slims gained 15.7%. Marlboro 100's were up 16.2% and Parliament 100's had a 22.4% gain.

You satisfy more customers (and make more money) when you keep Philip Morris 100 mm brands in your machines all the time.

	Total Sales (billions)	Sales Growth	Percent of Total market
Total industry .....	up 22.87	4.1%	100.00%
Philip Morris USA .....	up 12.33	11.1%	53.9%
Rest of industry combined	10.54	2.38%	46.1%

SOURCE: The Marcell Year-End Report, January 1974. Courtesy of Philip Morris Inc., New York, N.Y.



The Profit Makers come from

**PHILIP MORRIS USA**

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